



PrideTM
TORONTO

**Economic
Impact
Report**
2019

#PRIDETO
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PRIDETORONTO.COM



Brooke Lynn Heights; Drag Ball 2019 - TD Main Stage
Photographed by- Ian Lawrence

Pride 2019 At A Glance

This year marked the 50th Anniversary of the Stonewall Riots that sparked the LGBTQ2+ movement around the world. With this in mind, we created an exciting lineup of programming dedicated to celebrating and honouring this momentous moment in our history.

Seen in our Economic Impact Report; Pride Toronto has succeeded in our mission to offer new and exciting venues, programming, and opportunities to engage with our audience. We worked with our local community throughout the year to improve the experience for everyone who participates in Pride Toronto. With a guest list of over 1.7 million attendees throughout Pride Month; we set out to ensure there was something for everyone.

Thank you to all of the sponsors, volunteers, organizing committees, staff, media partners, vendors, artists, and the entire LGBTQ2+ community for celebrating with us. See you next year!

5 MAJOR STAGES
15 HEADLINERS
29 PARTY COLLECTIVES
250+ LOCAL LGBT2Q+ ARTISTS
227 PARADE REGISTRATIONS
195 STREETFAIR ACTIVATIONS

8 PRIDE TORONTO OFFICIAL EVENTS
13 PARTNERED EVENTS
45 COMMUNITY EVENTS

4,827 JOBS CREATED
1,216 VOLUNTEERS; **521** RETURNING
719 VOLUNTEER HOURS

\$100,000+ DONATED TO CHARITY
\$374 MILLION TO ONTARIO'S GDP
\$149 MILLION IN TAX REVENUE

1.7 MILLION+ PRIDE TORONTO ATTENDEES

427 MILLION ONLINE IMPRESSIONS

45 SPONSORS
17 BUSINESS PARTNERS
8 MEDIA PARTNERS



Pride Toronto StreetFair 2019
Photographed by- Iuliia Polinowska

Economic Impact

1.7+ MILLION PEOPLE ATTENDED PRIDE TORONTO 2019.

WITH **1.2 MILLION PEOPLE** ATTENDING THE PRIDE TORONTO FESTIVAL WEEKEND AND OVER **536 THOUSAND PEOPLE** ATTENDING PRIDE MONTH OFFICIAL EVENTS.

30% OF ATTENDEES CAME FROM OUTSIDE THE GREATER TORONTO AREA.

5% OF ATTENDEES CAME FROM OUTSIDE OF CANADA.

THE PRIDE TORONTO FESTIVAL WEEKEND WAS THE SINGLE SOURCE OF INFLUENCE TO VISIT TORONTO FOR **1.1 MILLION PEOPLE**.

THE PRIDE TORONTO FESTIVAL CONTRIBUTED;
AN ESTIMATED **\$374 MILLION** TO ONTARIO'S GDP
SUPPORTED **3,392** DIRECT JOBS,
AND GENERATED **\$149 MILLION** IN COMBINED TAX REVENUES.

GROSS DOMESTIC PRODUCT

IN \$MILLIONS

	GTA	ONTARIO*	TOTAL
DIRECT	\$ 199.2	\$ 0	\$ 199.2
INDIRECT	\$ 51.2	\$ 28.6	\$ 79.8
INDUCED	\$ 68.6	\$ 26.8	\$ 95.4
TOTAL	\$319.0	\$55.2	\$374.2

EMPLOYMENT

	GTA	ONTARIO*	TOTAL
DIRECT	3,392	0	3,392
INDIRECT	485	226	711
INDUCED	496	228	724
TOTAL	4,373	455	4,827

TOTAL TAXES

IN \$MILLIONS

	GTA	ONTARIO*	TOTAL
FEDERAL	\$ 53.6	\$ 7.7	\$ 61.3
PROVINCIAL	\$ 56.0	\$ 5.6	\$ 61.5
MUNICIPAL	\$ 23.9	\$ 2.5	\$ 26.4
TOTAL	\$133.4	\$15.8	\$149.1

*excluding The Greater Toronto Area



Gigi Gorgeous; 2019 Grand Marshall & Trans Ambassador
Photographed by- Andy Nguyen

ATTENDEES SPENT AN ESTIMATED **\$179** ON PRIDE RELATED PURCHASES OVER THE PRIDE TORONTO FESTIVAL WEEKEND

FOOD & BEVERAGE - \$159.6 MILLION

Restaurants/Bars/Concessions - \$100.3M; Grocery/Beer/LCBO - \$59.3M

RECREATION & ENTERTAINMENT - \$38.6 MILLION

Tickets/Admissions - \$22.2M; Entertainment, Tourism, Recreation - \$16.4M

ACCOMMODATIONS, TRANSPORTATION, & SHOPPING - \$121.3 MILLION

Hotels/Lodging - \$52.0M; Transportation, TTC, Car Rentals, Ride Share - \$21.6M; Shopping - \$47.7

ATTENDEES SPENT AN ESTIMATED **\$117** ON PRIDE RELATED PURCHASES OVER PRIDE TORONTO PRIDE MONTH

FOOD & BEVERAGE - \$58.3 MILLION

Restaurants/Bars/Concessions - \$51.0M; Grocery/Beer/LCBO - \$7.3 Million

RECREATION & ENTERTAINMENT - \$19.2 MILLION

Tickets/Admissions - \$6.8M; Entertainment, Tourism, Recreation - \$12.4M

ACCOMMODATIONS, TRANSPORTATION, & SHOPPING - \$38.6 MILLION

Hotels/Lodging - \$10.9M; Transportation, TTC, Car Rentals, Ride Share - \$10.3M; Shopping - \$17.4M



OLG Central Stage
Photographed by- Kai Park

Demographics

*Percentages may add up to more than 100 due to rounding and multiple responses.

GENDER IDENTITY

MALE/MAN	37%
FEMALE/WOMAN	52%
NEITHER MALE OR FEMALE	11%

SEXUAL ORIENTATION

GAY	25%
HETEROSEXUAL	25%
LESBIAN	18%
BISEXUAL	17%
QUEER	8%
PAN SEXUAL	6%
TWO SPIRITED	2%
ASEXUAL	1%
QUESTIONING	1%
OTHER	2%
RATHER NOT SAY	2%

MOBILITY ISSUES

YES	7%
NO	93%

AGE RANGES

UNDER 18	6%
18-24	22%
25-34	38%
35-44	19%
45-54	9%
55-64	5%
OVER 65	1%

HOUSEHOLD INCOME

UNDER \$25,000	20%
\$25,000-\$44,999	17%
\$45,000-\$79,999	19%
\$80,000-\$99,999	12%
\$100,000-\$149,999	14%
\$150,000-\$199,999	7%
OVER \$200,000	5%
NO ANSWER	6%



Parade Participants
Photographed by- Jaye Sav

Travel Trends

OVER 1.2 MILLION PEOPLE ATTENDED THE PRIDE TORONTO FESTIVAL WEEKEND FROM

Greater Toronto Area	70%
Ontario (Outside GTA)	22%
Canada (Outside Ontario)	3%
International (Excluding USA)	3%
United States of America	2%

OVER 536 THOUSAND PEOPLE ATTENDED PRIDE MONTH OFFICIAL EVENTS FROM*

Greater Toronto Area	70%
Ontario (Outside GTA)	30%

*excluding Pride Weekend Festival Activities

HOW DID YOU GET TO TORONTO?

	2019	2018
BY CAR	42%	60%
BY TRAIN	36%	19%
BY PLANE	12%	9%
BY BUS	7%	9%
OTHER/NO ANSWER	4%	2%

HOW DID YOU GET TO PRIDE?

	2019	2018
TTC	51%	49%
WALK	36%	27%
PRIVATE CAR	12%	18%
RIDE SHARE	10%	14%
GO TRAIN/BUS, VIA	6%	5%
BICYCLE	2%	1%
TAXI	2%	3%
OTHER	3%	2%

51% ATTENDED PRIDE BY USING PUBLIC TRANSIT.

18% FEWER PRIDE ATTENDEES TRAVELED TO THE CITY BY CAR THIS YEAR, WITH 17% MORE TRAVELING BY TRAIN.

WHAT TYPE OF ACCOMMODATION ARE YOU STAYING IN DURING PRIDE?

	2019	2018
HOTEL/MOTEL/B&B	28%	21%
PRIVATE HOME	46%	68%
AIRBNB	16%	8%
OTHER	9%	3%

22% of out of town attendees stay overnight.
3% of local attendees stay overnight.

HOW MANY NIGHTS WILL YOU STAY IN YOUR TORONTO ACCOMMODATION?

	2019	2018
1 NIGHT	28%	22%
2 NIGHTS	30%	26%
3 NIGHTS	14%	27%
4-6 NIGHTS	15%	17%
7+ NIGHTS	13%	9%
NO ANSWER	1%	1%



Parade Spectators
 Photographed by- Ian Lawrence

Social Impact & Exposure

PRIDE TORONTO PRIDE MONTH MEDIA EXPOSURE & SOCIAL MEDIA MENTIONS

1,444	NEWS ARTICLES
106.8 MILLION	READERS
427.0 MILLION	POTENTIAL REACH
31.6 THOUSAND	SOCIAL MENTIONS
204.7 MILLION	SOCIAL REACH

PRIDE TORONTO SOCIAL MEDIA CHANNEL GROWTH

INSTAGRAM		TWITTER		FACEBOOK	
5 MILLION		620 THOUSAND		3.7 MILLION	
IMPRESSIONS		IMPRESSIONS		TOTAL POST REACH	
8.1 THOUSAND		1.3 THOUSAND		1.6 THOUSAND	
FOLLOWERS GAINED		FOLLOWERS GAINED		PAGE LIKES	
164.2 THOUSAND		23.4 THOUSAND		1.6 MILLION	
ENGAGEMENTS		ENGAGEMENTS		ENGAGEMENTS	



Women's College Hospital; 2019 Honoured Charity Group
Photographed by- Seth Vane

WHY IS PRIDE IMPORTANT TO YOU?

Strengthens Communities	24%
Celebrates Diversity	24%
Educates the Public	18%
Increases Visibility	16%
Increases Awareness	15%
Other	4%

WHY DO YOU COME TO PRIDE?

Support the Community	67%
Socialize	51%
Celebrate Identity	45%
Stand Against Discrimination	43%
Feel Connected to Community	44%
Develop Community	29%
Express Myself	34%
Learn About Community	25%
Other	9%

HOW MANY YEARS HAVE YOU ATTENDED PRIDE TORONTO?

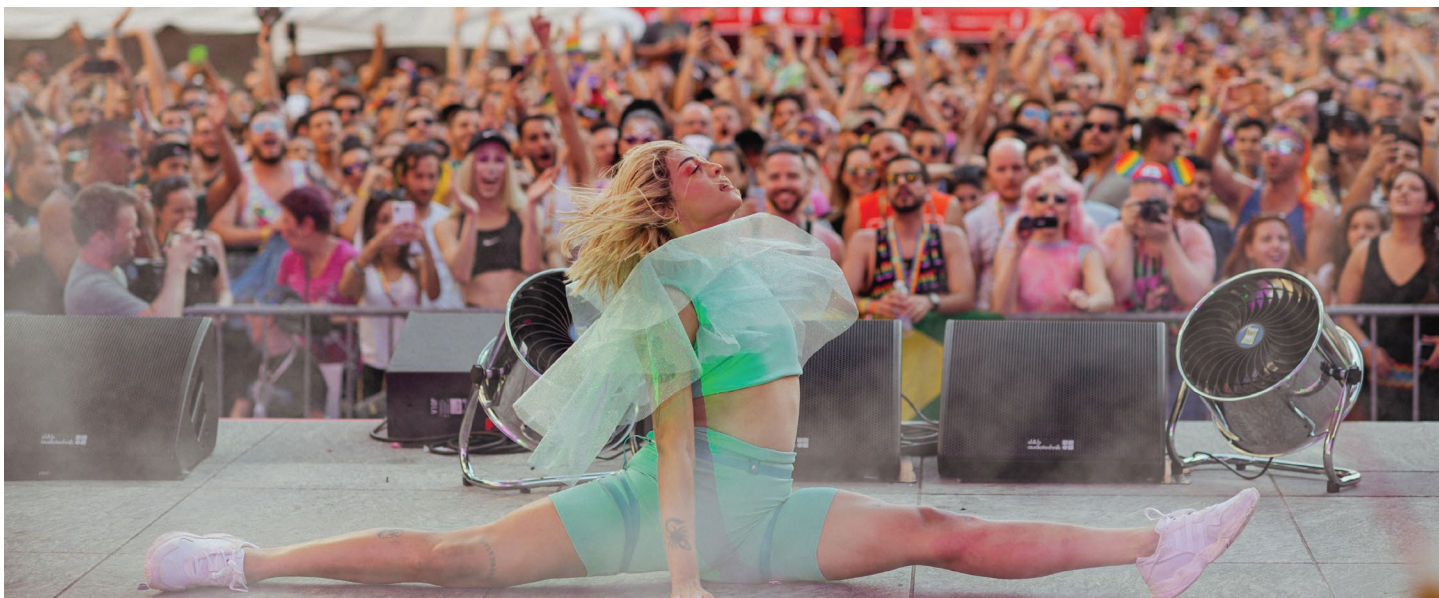
Three + Years	62%
Two Years	11%
One Year	27%

HOW SATISFIED ARE YOU WITH PRIDE TORONTO'S FESTIVAL OVERALL?

	2019	2018
Very Satisfied	75%	70%

HOW DID YOU HEAR ABOUT PRIDE TORONTO'S FESTIVAL THIS YEAR?

Come every year	54%
Word of Mouth	33%
Social Media	24%
Toronto Pride Website	10%
TV Ads	7%
Radio Ads	6%
Other/No Answer	8%



*Pablo Vittar; Final Play 2019 - TD Main Stage
Photographed by- Calvin Pinto*

Methodology

Ipsos and Prism Economics and Analysis partnered to conduct the research and estimate the economic impact of the Pride Toronto Festival. Data was collected via intercept survey conducted over the Pride Toronto Festival Weekend. An on line omnibus survey was fielded immediately following Pride weekend to estimate attendance.

INTERCEPT SURVEY

A total of n=750 intercept interviews were conducted. A token incentive of a \$2 coffee gift card was offered to participants. The 5-minute intercept survey was conducted between Friday June 21st and Sunday June 23rd with interviewing stratified over the course of the three days:

Sample Quota Size

FRIDAY	150
SATURDAY	150
SUNDAY	450
TOTAL	750

ONLINE SURVEY

The on line omnibus was conducted June 27-July 2, 2019. A representative sample of n=1500 Ontario residents were surveyed. The data was weighted by age, gender, region and education to reflect the Ontario population based on the most recent census data.

The estimate of attendance is weighted by Other Canada, US and International visitors based on the incidence found in the intercept survey.



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ECONOMICS AND ANALYSIS